

MARKETING EDUCATION

RETAIL ALLIANCE

ME RA*administered by the Louisiana Retailers Association*P. O. Box 44034
Baton Rouge, LA 70804Phone: 225-344-9481
Fax: 225-344-4145

6/16/08

Legislative Auditor
State of Louisiana
P. O. Box 94397
Baton Rouge, LA 70804-9397RE: Marketing Education Retail Alliance, Inc. (MERA)
2008 - 2009 Budget & Goals

To Whom It May Concern:

As part of our agreement with the Department of Economic Development, enclosed is a copy of the Marketing Education Retail Alliance's Goals and Budget for contract year 2008 – 2009.

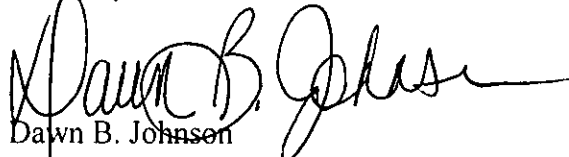
Our major goal this year is to continue promoting marketing education in Louisiana high schools. In addition to advancing Louisiana students' customer service skills, we will be adding detailed training in: OSHA, food safety, retail compliance, retail management, loss prevention, and pharmacy courses in hopes to expand student opportunities for college or in the Louisiana workforce.

We continue our partnership with the Louisiana Retailers Association's members to increase the involvement of business owners with students interested in the Marketing Industry. To better serve our industry and students, we are going on-line with a secured databank to offer quality employees throughout Louisiana for businesses to employ. We are excited to continue taking this program to next level.

If you need any additional information, please give us a call at 225-344-9481.

Thank you for your time and support.

Sincerely,


Dawn B. Johnson
Administrative DirectorCC: Department of Economic Development
Enclosures (2)RECEIVED
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“ATTACHMENT A”

Plan, including Goal, Objective and Performance Measures

Planned Goal

To facilitate the enhancement of Marketing Education in Louisiana, through education and hands-on training within Louisiana Marketing Education classrooms.

Objective

To enhance Marketing Education in Louisiana by assisting in the expansion of Marketing programs, training of students for employment in Marketing located in Louisiana by providing learning opportunities; and focusing on bringing together retailers and students for hands-on training.

To work together with the necessary entities to implement training and certification for students throughout Louisiana’s Marketing Education Classrooms.

Performance Measures:

1. During the term of its Social Services Agreement with LED, Contractor’s representative shall contact at least 60 existing Louisiana public high schools that offer Marketing Education.
2. At least Sixty (50) Louisiana Marketing Education classrooms shall apply for grants from Contractor during the term of this Social Services Agreement with LED.
3. Contractor will award at least Sixty (50) grants to Louisiana Marketing Education classrooms during the term of this Social Services Agreement with LED.

“ATTACHMENT B”
2008 - 2009
PROJECT BUDGET

Marketing Education Retail Alliance, Inc.

<u>Project Cost Category</u>	<u>Category Breakdown</u>	<u>Project Cost</u>
<u>ADMINISTRATIVE EXPENSES</u>		<u>\$192,437.50</u>
Administrative Director	\$38,499.96	
Field Coordinator	\$20,249.92	
Legal Assistant	\$35,428.94	
Administrative Assistant	\$21,900.00	
Taxes and Insurances (including Health)	\$23,474.08	
Equipment, Postage & Maintenance etc.	\$16,084.07	
Rent (Includes Cleaning)	\$13,683.00	
Telephone, Cell etc.	\$7,354.01	
Utilities	\$4,156.68	
Office Supplies (includes printing costs)	\$11,606.84	
<u>OPERATIONAL EXPENSES</u>		<u>\$49,975.00</u>
Professional Services (Audit)	\$7,475.00	
Independent Accountant	\$24,000.00	
Educational Consultant (Contract)	\$18,500.00	
<u>TRAVEL</u>	<u>\$3,000.00</u>	<u>\$3,000.00</u>
<u>MARKETING ED CLASSROOM GRANTS</u>		<u>\$430,150.50</u>
(Materials, Supplies, Equipment, Software, Books, Field Trips, Competitions, Speakers, Meetings.)		
Also includes all types of training and certification.		
TOTAL BUDGET =		\$675,563.00

**Any additional funds which may be left over from previous year will be added to Marketing Ed Classroom Grants column in the Budget.*